

**DETAILED ACTION*****Continued Examination Under 37 CFR 1.114***

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 07/20/09 has been entered.

Claims 1-2, 7-24 remain pending in this application. Claims 1, 2, 21, 22 are independent claims. In the Amendment, claims 23, 24 have been added.

***Reasons for Allowance***

Claims 1-2, 7-24 are allowed, now renumbered as 1-20.

The following is an examiner's statement of reasons for allowance:

The present invention is directed to methods and systems of accumulating and organizing information collected from multiple remote locations in a central database, and implementing collected information in an open recommendation system.

Claims 1, 2, 21, 22 recite, or similarly recite, in combination with the remaining elements, the step of:

*recognizing communication between said central program code and remote program code at at least one remote terminal; said remote program code being adapted for monitoring user activity of at least one user accessing any information source in the search space wherein the monitoring occurs irrespective of whether a uniform resource locator (URL) accessed in the search space is the same as the URL of said central program code, for collecting monitored data related to said user activity, and for transmitting said monitored data to said central program*

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*code, wherein said remote program code monitors and transmits said user activity without requiring said at least one user to access a search engine or any particular web site, and the monitoring and the transmitting is independent of the at least one user's access to any search engine, and further wherein the user does not need to access the search engine or the particular website for the monitoring to be performed;*

*comparing contents of said augmented central database with said request and with said candidate response information at said central computer;*

*customizing information retrieval results for said at least one user based on said identifying and said comparing;*

The closest prior art, Ryan et al. (U.S. Patent No. 6,421,675) in view of Subramonian et al. (U.S. Patent No. 6,701,362) show substantially similar methods and systems for updating an internet search engine database with the results of a user's selection of specific web page listings. By updating the database with the selections of many different users, the updated database can present the most popular web page listings in a subsequent search using the same keyword search entry. While Ryan disclose customizing as a customized search that allows the user to decide how they want their default hit-list to appear, Ryan does not seem to explicitly teach *customizing information retrieval results for said at least one user based on said identifying and said comparing; especially" the comparing includes a comparison between the augmented database; the request and the candidate response information at the central computer"*.

Therefore, Ryan et al. and Subramonian et al., singularly or in combination, still fail to anticipate or render the above cited limitations obvious.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should

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preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance".

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Miranda Le whose telephone number is (571) 272-4112. The examiner can normally be reached on Monday through Friday from 10:00 AM to 6:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James K. Trujillo, can be reached at (571) 272-3677. The fax number to this Art Unit is (571)-273-8300.

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (571) 272-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <<http://pair-direct.uspto.gov>>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Miranda Le/  
Primary Examiner, Art Unit 2159